

ABSTRACT

The invention includes a method of tracking distributed content within a computer network. The method includes the step of identifying the delivery of a set of Network Information Monitors (NIMs). Information about each NIM within the set of NIMs is tracked. The information includes a first time at which a user opens a selected NIM, a second time at which the user closes the selected NIM, and an identifier for the selected NIM. The information is used to determine sub-sets of NIMs that are displayed simultaneously. The invention also includes a method of identifying the delivery of a Network Information Monitor (NIM) to a user. Content information for the NIM is recorded. NIM use activity is tracked the user for a set of NIMs. The content information is correlated with the NIM use activity.